



WEEKLY REVIEW

All January
Records Broken

Mr. T. R. Gerlach
Sells \$20,100.00 Up
to January 30th. . . .

The Weekly Review



Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

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S E V E N



MR. GERLACH'S FIRST WEEK

When Mr. T. R. Gerlach made his promise at the Convention of \$15,000 up to the first of February he did so with fear and trembling. Last year he had done a tremendous business, but the total was only something like \$13,000. To make an increase over this great business, a business that has never been approached by any calendar salesman, meant strenuous work and few misses. We were all more or less anxious as to the result until we received his first week's report, then we were sure that there would be no question about his reaching the figures he set. A year ago his first week showed \$1721.00 worth of business; this year he reported \$3233.00. The second week he reported \$2257.00; this year in practically the same towns he secured \$2807.00. The third week his business amounted to \$2209.00; this year it amounted to \$7009.00. His big week last year was the fourth week, when he secured \$6083.00, which was nearly \$1000.00 less than his big week this year. For the fourth week this year he secured \$2602.00. The last week last year netted \$1002.00; this year it amounted to \$4449.81. Last year he showed an average of over \$2500.00 per week for five weeks, which is a record we thought then would hold most calendar salesmen indefinitely. This year he makes his average a trifle over \$4000.00 per week for five straight weeks.

One day last week as Mr. Gerlach got off the train and entered the bus to go to his hotel, he found himself sitting beside a Murphy salesman, with whom he was acquainted. They chatted pleasantly, discussing business more or less, and in answer to questions in regard to the work of some of his old associates, the Murphy man told in glowing terms of the splendid business secured by some of their leaders, and especially referred to a \$2600.00 week secured by their leading man. In return the Murphy man asked how he was getting along this year. Mr. Gerlach in reply casually told him of his \$7000.00 week, and intimated that if he had reasonable success during the

current week he would reach \$20,000.00 for January. The Murphy man said nothing, but he looked a lot, and what the look said was this,—“What an awful liar Gerlach is; I wonder if he expects me to believe that cock and bull story.”

And really, the story is a marvelous one,—a story that we do not blame any outsider who is at all familiar with the calendar business, for not believing. It is a performance that has never been remotely approached by the representative of any other company.

While Mr. Gerlach is Vice President of this company the greater part of the year, during January and February he is an ordinary salesman. No, not an ordinary salesman, but at all events he is a salesman. Of course, he thinks more or less of what is going on at the factory, and all over the country in the interest of the G.-B. Co., but to all intents and purposes he is a salesman with practically no advantage that he would not have if he were not the Vice President. He carries the same samples; he uses the same Price List; his customers have had the same advertising that has gone to other calendar buyers. Let us be perfectly fair about it. He has had a longer experience than most of you traveling in the same territory.

But, after you have made all allowances, Mr. Gerlach's record for the month of January must still stand as the greatest calendar selling stunt in the history of the business. Covering almost identically the same territory he had previously covered for the Murphy Co., he has practically doubled his best month's business while with that company, a business that so far as we know has never been equaled by any other calendar salesman.

Not only is Mr. Gerlach's business remarkable because of the enormous total. It is also remarkable because he lost but one order which he secured last year, and in that case a customer had not seen our line when he placed his order. Furthermore, practically 25% of his gross business comes from people who did not buy of

us last year, some of whom were induced to place their orders elsewhere on the plea that we would not be able to turn out first-class work. A portion of the remainder of the business is due to the increased size of the orders from old customers.

Admitting Mr. Gerlach's superb salesmanship, he could not have accomplished this result if the G.-B. Co. had not been able to deliver the goods last year. Everywhere he went he found satisfied customers. Not only were they satisfied; they were enthusiastic over the work of the G.-B. Co.

Another thing, while he sold practically 100% of his old customers, in nearly every instance they had either seen the other leading lines or had been called on by other salesmen. That they placed their orders with Mr. Gerlach is sufficient proof of the merits of the G.-B. line.

It is important to note that a very large portion of Mr. Gerlach's business was done on our double art mounts, our new De Luxe line. It has not only proven of great assistance in closing business particularly from new customers, but it has also helped to increase the amount of the orders from his old customers. Much of his business was secured by offering something better than they had been buying before, even if they did not buy so many, and that is a proposition that every salesman should work. It does not matter so much to the advertiser how many calendars he buys as how many calendars stay up after he distributes them. As the saying goes—"What you pay for what you get is not so important as what you get for what you pay," and when the customer gets

our new De Luxe calendars he can be sure of a full 100% of circulation, because there won't be a single one of these dainty calendars wasted.

Aside from the satisfaction we all feel over this splendid record breaking business, it should prove an inspiration to every G.-B. salesman. In the first place it shows what a salesman can do in the way of building up a business for himself. While it may be possible that you will never be able to duplicate Mr. Gerlach's performance, there is no reason why every one of you should not be able to build up a very satisfactory business in whatever territory you may be working if you will stay at it long enough, and give the business the careful attention Mr. Gerlach has given it.

The other lesson which this month's business teaches is, that you have every reason to have the utmost confidence in your line. No salesman however great could have convinced all of Mr. Gerlach's customers that his line was right if it wasn't right. It was a case of his having the goods.

Every G.-B. salesman ought now to be able to go out with full confidence that he has the best line of calendars in the world, and he should be able to convince his prospective customers of this fact. He should not wait to have a prospective customer select something he likes. He should make him like something.

With the inspiration of our great January business, and it has been great beyond expectation, we should go out and make February's business even more than 100% greater than it was last year.

WEEK ENDING JANUARY 23rd

While we have not yet received the full returns for the month of January, or rather for the five weeks ending with January 30th, sufficient sales are in to indicate just about where we stand. While we have not made a full 100% gain, it will be so near it that we have no cause for complaint on this score. To get an idea what we are doing as compared with other houses in their second year's business, we might compare it with the business of the Murphy Co. Our first month of 1908 showed a business nearly 50% greater than the entire first year's business of the Murphy Co. Our first month of 1909 is nearly as great as the

combined first and second year's business of the Murphy Co., from which it will be seen that we are not following after some other house; we are not imitators, but are blazing a way for ourselves. We are establishing new records.

As you all know, our President, Col. Lambert, regretted exceedingly his inability to be present at the Convention. A short time after the Convention he left for his winter home in California, and he is not now in the best of health. However, he still maintains a lively interest in the fortunes of the G.-B. Co. Knowing how anxious he was to hear the returns, we wired him as soon as we were able

to form a definite idea as to the total for the month and had the figures of Mr. Gerlach's big month. The following is Col. Lambert's telegram in reply:

Pasadena, Calif., Feb. 2, 1909.

Received message giving January sales over last year. Both are good, and deserving of compliments, and I congratulate the two Gerlachs, Barklow, the management in general, and the salesmen. I hope the balance of the year will continue on the same percentage of increase as January.

JOHN LAMBERT.

The business for the week ending January 23rd hardly came up to its predecessors in point of gain over the corresponding week of last year, but then it must be remembered that the corresponding week of last year was by long odds the biggest week of the year. Even at that our increase is a very substantial one. It is exceedingly gratifying to note how the successful salesmen are keeping up their gait. With bad weather in some sections, loss of time due to poor train service, and some sickness, it is really surprising the business a large portion of the force is sending in.

Unfortunately there are still a few weak brothers. Just what the trouble is it is difficult to say. Either they lack enthusiasm, or they fail to put in the requisite amount of hard work, or, they fail to thoroughly understand the proposition they are trying to present. If you are one of those who have not been making a satisfactory record, suppose you do a little investigating on your own account. See if you cannot find out what the trouble is. Let us hear from you, and perhaps the telling of your troubles in itself will enable you to overcome them.

THE WEEK IN DETAIL.

Gross Sales--Old Men.

In spite of the fact that Mr. T. R. Gerlach was suffering from a severe cold this week and lost two half days on account of his condition and was not in working trim the balance of the time, he was still able to secure fourteen orders aggregating \$2,602.84. This was the first week that he failed to make a sale every time he opened his case. He admits that he lost two or three orders from possible customers, whom he has every reason to believe he could have closed if he had been well. However, he managed to secure some business each day, and when it is considered that he secured no ex-

remely large order during the week, his total is a satisfactory one.

Mr. K. H. Gerlach is No. 2 with business every day and sixteen orders amounting to \$1,655.47. While this is a total that would ordinarily be considered extremely good, yet the business of the week brought many disappointments, for the reason that conditions arose which made it impossible to secure business which Mr. Gerlach had every reason to believe he would land. However, there were some gratifying features about it in addition to the very comfortable total. All of his leading competitors had been before him, and while they got some business, they didn't find it easy to pry loose the people who had bought G.-B. calendars last year. With almost no exception the old customers waited for him, and there were a few sprinklings of new ones who insisted on seeing the G.-B. line before placing their orders.

Mr. Finley is No. 3 in spite of the fact that he lost out one day. He secured only five orders but the total was very satisfactory, amounting to \$865.55.

Mr. A. E. Gerlach was No. 4 with seven orders averaging nearly \$100.00 each. Mr. Gerlach ought to prove an inspiration to every city salesman. He has not missed a day without an order of some kind since December 28th, and while his name is "Gerlach" it must be remembered that he has had only two years experience as a salesman, following many years in a clerical position. Under these circumstances his work is almost as remarkable as that of his brothers.

Mr. Woodman has a clean record of six days business, his total being practically the same as that of Mr. Gerlach's, but it took twice as many orders to secure it. On Wednesday he secured three orders amounting to \$155.00; on Friday his three orders amounted to \$173.00, and on Saturday he secured four orders amounting to \$164.00. With his first four weeks Mr. Woodman has averaged practically \$100.00 per day. You will find Mr. Woodman in the contest for the paintings at several points.

Mr. Beelman follows close upon the heels of Mr. Woodman with business every day and ten orders, and like him also he had no unusually large orders. On Monday he secured three orders amounting to \$141.00 and on Tuesday two orders amounting to \$170.00. His other days' business fell below the \$100.00 mark.

Mr. Rowe with fourteen orders and business every day is a good No. 7. He also has only

two days with over \$100.00, and the balance of his business is made up of small orders.

Mr. Lindsley keeps up his good work with business every day and eleven orders.

Mr. Lott is just behind Mr. Lindsley with an order each day for six days, his largest order amounting to \$150.00.

Mr. Osmun secured one nice order during the week amounting to \$230.00. His three other orders brought up his total to a substantial figure, making him No. 10.

Mr. Carter's best day was Tuesday, when he secured four orders amounting to nearly \$150.00. He secured business every day, and had a comfortable total.

Mr. Coleman got mixed up in snow slides and things and lost a good share of the week. However, his three days' business averaged very well, his best day being Wednesday, when he secured two orders amounting to \$224.00.

Mr. Shimmin, Mr. Thompson, Mr. McCully, Mr. Myer, Mr. Fadely, Mr. Ungerer, Mr.

Moore, Mr. Cies, Mr. Rosenfield and Mr. Meyer have done from fair to good, while there are a number of others who did not make quite such a good showing, and some of them did very poorly. If you could all do as well as the average we would certainly be very much better pleased.

Gross Sales--New Men.

Mr. Roberts seems to be keeping up the pace about as well as anybody. The only regret we have is that he failed to make a start the first week. As you will remember, his second week brought twenty orders amounting nearly to \$1,400.00, his third week brought twenty-four orders amounting to over \$700.00, and now we have him credited with fifteen orders amounting to just over \$1,000.00. His best day was Tuesday, when he secured three orders amounting to \$547.50. His next best day was Friday, when he secured two orders amounting to \$252.00. While Mr.

STANDING OF G.-B. SALESMEN FOR WEEK ENDING, JAN. 23rd, 1909

	Sales Old Men	Sales New Men	Days Business	No. Orders					
Albert	25		4	12	Lambert		3	1	2
Anderson		35	5	13	Lindon		6	2	4
Atherholt		21	5	10	Lott	9		1	9
Barber		38	6	14	Lindsley	8		1	14
Barclay		11	2	7	McBride		43	6	14
Bayley		24	4	8	McCully	15		2	5
Beelman	6		1	5	McDonald, H. B.		16	2	10
Betton		13	3	11	McDonald, W. A.		34	5	12
Bing		33	5	13	McFadden		9	2	5
Blodgett		14	3	8	McLaughlin		26	3	10
Bruce	23		5	9	Marks		32	4	11
Byron		2	1	2	Meyer	22		4	11
Carter	11		1	5	Moore	19		1	5
Cies	20		1	8	Morton	29		5	13
Coleman	12		4	8	Myers	16		3	9
Considine		44	7	15	Osmun	10		4	11
Cooley		31	5	13	Paige		17	4	11
Coulter		10	3	4	Parks		4	1	5
Ellis		27	4	11	Peyton & Co.		37	5	13
Fadely	17		1	5	Pierce, W. B.		28	4	12
Fairbairn	27		4	12	Publow		19	6	11
Finley	3		2	10	Reilly		8	5	10
Frank		25	5	13	Roberts		1	1	2
Gerlach, A. E.	4		1	8	Rosenfield	21		5	13
Gerlach, K. H.	2		1	1	Rowe	7		1	3
Gerlach, T. R.	1		1	3	Saxton		30	3	11
Givan	28		5	13	Scatchard	26		5	13
Greenhalgh	30		6	14	Scott	24		6	14
Grossman		20	2	9	Shepard		15	4	9
Harris		12	2	6	Shimmin	13		4	10
Hayes		29	5	13	Smith, F. A.		5	4	12
Henaghan		44	7	15	Smith, H. E.	31		6	14
Howe		39	6	14	Thompson	14		3	6
Huffert		7	3	9	Ungerer	18		4	8
Keen		42	6	14	Urmson		41	6	14
King		36	5	13	Wegnaar		40	6	14
					Wheaton		31	5	12
					White		23	5	13
					Whittier, E. L.		18	4	12
					Whittier, J. G.		44	7	15
					Williamson		22	6	14
					Woodman	5		1	3

Roberts is getting some nice large orders, he is getting small ones too, and if we were to omit the large ones he would still have a splendid business. Even though he did lose the first week, his total for the month is going to show up well, and he looks like a probable winner of one of the paintings.

The man who stands No. 2 is also one of the Western contingent, Mr. Byron, and he has not found everything smooth sailing either, for he has been mixed up with all sorts of troubles in the way of train service. However, he managed to get business every day, and altogether he secured fifteen orders. He had three days with over \$100.00 each. On Tuesday he secured four nice orders amounting to \$180.00.

Mr. Lambert is another of the good producers, having secured business every day and fifteen orders, his best day being Monday, when he secured two orders amounting to \$120.00.

Mr. Parks is keeping up the good pace he started, with business every day and ten orders. His best day was Saturday, when he got two orders amounting to \$150.00.

Mr. F. A. Smith was home sick the first three days of the week, and the last three days he secured only three orders, but as one of them amounted to over \$170.00 and another \$108.00, it brought his total up to a good figure.

Other good producers were Mr. Lindon with eleven orders and business five days. Mr. Hufert had six orders with business four days. Mr. Reilly, Mr. McFadden, Mr. Coulter, Mr. Barclay, Mr. Harris, Mr. Betton and Mr. Blodgett all did fairly well, while there were a considerable number of others who were not failures by any means.

Days Business.

Owing to sickness and bad train service largely, the report under this heading is not quite what we would like to see it, and yet there are sixteen men who secured business every day, which is just the same number that was reported the week previous. The roll of honor includes the following: Mr. Beelman, Mr. Byron, Mr. Carter, Mr. Cies, Mr. Fadely, Mr. A. E. Gerlach, Mr. K. H. Gerlach, Mr. T. R. Gerlach, Mr. Lambert, Mr. Lott, Mr. Lindsley, Mr. Moore, Mr. Parks, Mr. Roberts, Mr. Rowe and Mr. Woodman.

Unfortunately there were only eight who secured business five days only. You will notice that there is quite a bunch who are after that "Days' Business" prize.

Number of Orders.

The record under this head is not quite so spectacular as it has been in the past. The largest number of orders secured by any one man was sixteen. Mr. K. H. Gerlach heads the list, and Mr. Byron, Mr. Lambert and Mr. Roberts tie for second place with fifteen orders each, while Mr. T. R. Gerlach, Mr. Rowe and Mr. Woodman each report fourteen orders. The man who succeeds in mastering the problem of selling more orders a day will be among the first to make a great success. There is a knack in being able to do this successfully. We have new salesmen who work along steadily in new territory closing four, five and six orders a day. We have in mind one salesman, and at the time he did work he was only a boy. He averaged better than three orders a day for two months at a stretch, which, of course, meant that some days he secured six or seven orders. Study the problem of making quick sales.

Contest.

While it is not convenient to attempt to make a statement on the standing of the contestants at this time, we want to say that there are quite a number of men who are running neck and neck in the contest, and at the present time it is everybody's race. By the time this reaches you the contest will be two-thirds over. Of course, it goes without saying that the man who wins the "Days' Business" prize will be compelled to show a clean record for the entire period. The "Gross Sales" prize for both old and new men has not been cinched, neither has the "Increase Over Last Year's Business" prize, in fact no one person has a walk-away.

There is much more at stake than the prize we are offering you. There is more at stake even than the added commissions which come through extra effort. Your pride is at stake. We will cite the case of Mr. Cies, who, although he was really unfit for work, has insisted on getting out and securing some business each day. He could not quite endure sending in a blank report, although he had to go home, and what business he secured each day was from his home people.

Probably no other man on our force works harder than Mr. Lindsley, and when he was compelled to send in a blank report the other day it nearly broke his heart.

It is especially interesting to note that the five subjects, the originals of which we are of-

fering as prizes are among the stars in the line. "Violet," "Merry Christmas," "The Sisters," "Isabel" and "Marion" are all among the leaders, and while we will miss their pleasant faces from the walls of our office, we know that whoever wins these pictures will receive much enjoyment from them.

Mr. Davis' De Luxe.

So many of the salesmen have asked for a price on Mr. Davis' De Luxe calendars that we have been compelled to quote a price on same. Our first price quoted was \$150.00. This contemplated furnishing the pad made up in the same style as shown on Mr. Davis' announcement. We have since gone into the matter further and believing that a popular priced calendar will meet with a more ready sale, have decided to let you sell it with ordinary pad, that is, without cover and without perforations, and with type printed advertisement at the rate of \$125.00 per 1000. This includes silk tassel and pad tied with silk cord. You can sell any subject in the Palm series made up in this style.

"Lest Ye Forget" or Then and Now.

During the Convention of Murphy salesmen held at Red Oak in December 1906, Mr. Murphy in discussing the subject of early selling referred to his experience prior to and at the time of the organization of the Murphy Company in 1900. Among other things he said:

"About the time the Osborne Company had been getting out late in May or the first of June, so we laid our plans to be out the first of April and thus to be ahead of them, as we have always been since. Before our line was ready, however, I had my eyes opened to the possibilities of early business. A salesman came into Red Oak selling calendars, and I learned by a personal interview that he had been selling a lot of them elsewhere. You all have heard of him, possibly. His name is T. R. Gerlach. That was the time when I was fortunate enough to close a deal with him and get him to take up the Murphy line, and I want to publicly acknowledge and thank him for numerous valuable ideas which he gave me at that time."

And now let us direct you to another remark

made by this same man Murphy, which appears in the Murphy Co.'s prospectus for 1910 calendars, several copies of which have been sent to this office. The particular section of the prospectus referred to is that found on the last page headed—"Beware of Imitators." It reads as follows:

"There is a host of imitators of Murphy calendars in the field who claim to have something just as good. Once in a while one even goes to the extent of claiming to have "made the Murphy Co." but all of them are frauds."

Further comment is really unnecessary so far as the fraud proposition is concerned. Why, bless his heart, the G.-B. Co. isn't imitating Murphy calendars. We are setting a pace so far beyond Murphy calendars that it will take them years to catch up. Compare our dainty De Luxe for example with the best production the Murphy Co. ever turned out. Compare our bond mounts with the mounted calendars put out by our Hawkeye friends, and anyone can see that they are not to be considered in the same day. From beginning to end the G.-B. line is infinitely superior in every way to that of the Murphy Co. The only kick we have on the whole proposition is that we should be termed imitators, and we will have to admit that the little fling was aimed at us. We don't suppose that one out of a dozen of you salesmen who have seen this prospectus gave this paragraph a thought. We don't suppose that one out of a thousand who see the prospectus will give it a thought, but it is amusing nevertheless.

ADVANCE CARDS

Believing that the use of our Fery and Palm series Mailing Cards as Advance Cards will help the sale of these goods, we will be glad to furnish each salesman who has a mailing list as many of these Mailing Cards as he can use to advantage, put up in envelopes ready for mailing. You can send these out a month in advance of the time you intend to call on your prospective customer; and, if you like, you can mark the probable date you will call. Understand, it is only on consideration that you use these cards that they will be sent. The announcement will, of course, bear your name.

SOME GOOD ORDERS

A bank placed an order with Mr. Betton amounting to \$130.00. Their selection was "Doris" in series D6. Mr. Beelman sold a dry goods dealer 1000 of our De Luxe series D28, the subjects selected being "Isabel" and "Eleanor." Mr. Carter landed a bank order amounting to \$99.60. He sold them "The Sentinel" in two sizes series 7 roll and series 1 roll with tubes.

An insurance company on the Pacific coast placed an order with Mr. Coleman amounting to \$105.00, their selection being "Marion" in series M28. Another good order Mr. Coleman landed was from a loan company. Their selection was "Tender Memories" in series 2 roll. Mr. Finley had four good orders to his credit during the week. The best one was from an insurance company, amounting to \$265.00. He sold them "An English Fishing Village" in series M2. Another good order he landed was from a bank, their selection being "Edge of the Wood" in series D20, the order amounting to \$255.00. Still another nice bank order he landed amounts to \$191.30, it calls for "A Little Mimic" in series M27. A flour and feed concern selected "Autumn in the Tyrol" put up in two different styles D27, and series 3 roll. Their order amounts to \$116.25.

Mr. A. E. Gerlach sold a lumber company a mixed order, amounting to \$140.50. Another splendid order he secured was from a paper company. He sold them "Lincoln in '61" in series 4 roll, the order amounting to \$391.00.

Mr. K. H. Gerlach secured several good orders during the week. A milling company order amounted to \$339.00. They selected "Autumn in the Tyrol" in series M13 and "Doris" in series D18. An insurance company gave him an order for 1500 De Luxe, subject "Holly," and 100 "Raising the First American Flag" in series 1 roll. This order amounts to \$232.50. A real estate and insurance company selected "Beech Forest, Springtime" in series M27 and D27, also a lot of plain business calendars P6004. Their order amounts to \$155.50. A fuel company selected "Alice" in series D31, their order amounting to \$160.00. An insurance man gave Mr. Gerlach an order amounting to \$150.00. His selection was "Marion" in series 28 and a lot of plain business calendars P6004. A bank order which he landed amounts to \$113.50. He sold them "Autumn in the Tyrol" and "The Sentinel." The former in series M3 and the latter in series M7.

Mr. Huffert landed a bank for an order amounting to \$116.25. He had to sell them a mixed order. Mr. Meyer sold a druggist "A Merry Christmas" in series D28, the order amounting to \$135.00. Mr. Myers sold a bank 5000 of the Fery series mailing cards. Mr. Parks sold a drug company "The Sisters" in series 4 roll. This order amounts to \$130.00.

A dealer in gent's furnishing goods placed an order with Mr. Reilly amounting to \$112.00. It

calls for plain business calendars P6003. Under heading "News From the Field" we referred to a nice order Mr. Roberts landed from a paper company on the coast. He sold them "A Merry Christmas" in series D28, the order amounting to \$484.00. Mr. Rosenfield sold a furniture dealer "Raising the First American Flag" in series 1 roll, the order amounting to \$132.00. A large bakery placed an order with Mr. Shimmin for Moreland Series mailing cards amounting to \$125.00.

A flour and feed dealer placed an order with Mr. F. A. Smith amounting to \$108.00. Their selection was "An Island Princess" series M18. Another good order Mr. Smith landed was from a drug company. It amounts to \$170.00 and was a mixed order. Mr. Williamson sold a bank subjects "A Hampshire Cottage" and "In the Marshes" in series M22, the order amounting to \$131.75.

IMPORTANT.

In writing orders be sure and itemize title leaves and thin envelopes whenever included. Instructions are given regarding this on pages 242-3 in handbook, under heading "Title leaves and Thin envelopes." Unless you specify that title leaves and thin envelopes are desired in the spaces allotted for the purpose on the order blank, we will understand that they were to be omitted. It is just as important that you enter these items in proper spaces, as it is that you enter the price or any other essential feature of the order. Of course, in auditing the ticket should you omit to state that envelopes and title leaves are desired we might discover it on checking up the price and would assume the responsibility of making the entry at this end. But this makes a lot of work, and furthermore makes it necessary for us to change the original order, and this we dislike to do. Please pay particular attention to these little points—they are of more importance than you realize. An oversight might mean a disappointed customer, and the loss of a considerable amount in commissions to you the following year.

DISTRIBUTION TO SCHOOLS.

Mr. K. H. Gerlach tells us that he had not been using this method of distribution, which is fully described in your handbook, in trying to sell to banks until last week, when he tried it on three banks in succession, and in each case made a sale, and in one case after the banker had placed his order for all he intended to use. With our splendid historical subjects you should be able to use this method in every town. Where the customer will stand the expense, the Jumbo hanger with "Raising the First American Flag" should be sold. Of course, it can be sold in the smaller size, but the banker will receive much better advertising if he uses it in the larger size. "Mrs. Murray's Strategy" is also particularly adapted to this method of distribution. If you haven't been trying it, do so at once.

TITLE LEAVES ON DE LUXE SERIES.

In issue of the Review under date of Jan. 14th we directed attention to the fact that while title leaves can be omitted from the De Luxe series, no allowance should be made. Many salesmen continue to send in orders making the usual allowance for title leaves. We again ask that you make note of the fact in your price book, that no allowance will be made in the event of your omitting title leaves on the De Luxe series. The reason for this is as explained previously. Title leaves will be

printed on the second sheets. A stock of the different sizes will be made up in quantities and piled on the shelves, and if an order comes along asking that title leaves be omitted it means that we would have to cut up special stock, which would offset any allowance which could be made for printing title leaves.

Orders coming in hereafter in which salesmen have made allowances for title leaves on the De Luxe series will be considered a cut in price and charged to salesman.

NEWS FROM THE FIELD

Moore Says "The Line Sells Itself."

In sending a report some few days ago from a North Dakota town Mr. Moore states that when he struck this town last year, the best buyers had already placed their orders, but he managed to squeeze in 50 of our subject "Bringing Home the Bride" in large sized mounts. The calendars made a decided hit and this year he had no trouble in crowding out both B. & B. and Murphy. He says "the line sells itself" but you all know this is not true, although undoubtedly the nice impression that Mr. Moore made on these people last year and the fact that the calendars were most satisfactory in every respect makes it much easier sailing than he found last year, when he had to introduce both the line and himself.

This is not the only town in which Mr. Moore finds things come much easier, as his sales so far this year, show an increase of practically 100% over last year. We hope that all new men on the force will take the tip and wherever you cannot make a good sale try and crowd in a few calendars of some good subject, and do a lot of missionary work, and next year things will come easy. Mr. Moore's letter follows:

Enclosed find report with two orders. I arrived here too late to do anything to speak of, in fact only called on one man and landed him without the least trouble. It was simply a case of showing him the line. He has been splitting his business up between B. & B. and Murphy. Last year I saw him after he had bought of both, but I managed to squeeze in 50 of "Bringing Home the Bride" in large mounts, and they were such a pronounced success, that this time I had no trouble in crowding out both B. & B. and Murphy.

Even though I am up here where I must depend upon small orders, it makes me feel mighty good to see the good old G.-B. Co. go forward with such leaps and bounds. This country is simply alive with calendar men, but I am going to get mine just the same.

MOORE.

A REMARK THAT HELPED "GUS" LAND AN ORDER.

In sending in a nice order the other day, amounting close onto \$400.00, the subject sold being "Lincoln in '61" in 17x34 roll, Mr. A. E. Gerlach states that his prospect made the remark, "Mr. Gerlach don't you think this Lincoln subject will be stale in 1910." His answer was "This subject will never

be stale as long as Abraham Lincoln's memory is fresh in the hearts of his countrymen." The answer seemed to please the buyer and he placed the order without further comment on this point. In this connection we might say that last year he sold this concern our house calendar, "His Last Farewell" the order amounting to \$250.00. The fact that they have increased the order substantially is evidence that they must have been very well pleased with the impression their calendar made.

MR. BEELMAN THANKS THE DE LUXE LINE FOR THE NICE INCREASE HE IS SHOWING OVER LAST YEAR'S BUSINESS.

Mr. Beelman who has been going along at a merry clip, has been showing a substantial increase every week, and says that his experiences as he goes along, only strengthen his great faith in the G.-B. line. His letter follows:

"Everything taken into consideration the past week's business has been very satisfactory, and my experiences further tend to strengthen my faith in the great G.-B. line. I sold about \$435.00 in towns in which I got only \$83.00 on my first trip last year, and I have the De Luxe mounts to thank mostly. I am told that the Frederickson Co. has a similar idea in mounts, which look like the proverbial "dirty deuce in a new deck" as compared to ours. I wish I were able to show the new mounts to all the good buyers in my territory before they had placed their orders. Somebody not connected with the G.-B. Co. sales force would have to hustle to keep up their record.

The first bank I struck Monday has bought for years from W. & T., getting exclusive distribution of the "blind man's calendar." They were waiting for W. & T.'s man, in fact showed me a personal letter from him announcing his visit the latter part of the week, but the De Luxe was too much for them and I secured a good order which may be increased.

The next bank is a solid O. Co.'s customer. The general excellence of our line however, and my description of the Jumbo hangers (which I had not seen at that time) secured me the order for jumbos, and a fine chance at the balance of the order.

The firm that tried to cancel their order last year for small "His Last Farewell" souvenirs, gave me an order for De Luxe which is nearly double last year's order.

In another town I found one bank had placed their order, but they encouraged me a little with a small order of "Lincoln in '61" for school house dis-

tribution. The M. Co. was the next victim as I sold their customer \$91.00 worth of the De Luxe mounts, they usually spent about \$60.00 on their calendars.

The O. Co. man evened up the score with me on the First Nat. Bank, by getting their order this year. The Cashier and Mr. Davis have been intimate friends for years, but after looking over my line, he intimated that Mr. D—— would not get any more orders till he had seen the G.-B. line. He regretted not having given me a chance this year, as our work on the rolls and the De Luxe mounts were finer than those he had bought.

Yours truly,

C. M. BEELMAN.

A COMPLIMENT FOR MR. PAIGE.

When Mr. Paige was on the train headed for his territory in Oklahoma he met a lawyer who was engaged in business in Kansas. Mr. Paige of course, talked calendars in such an enthusiastic manner that it made an impression on this prospect, and finally told him that he will have our Kansas representative call upon him. He wrote us and we forwarded the information promptly to Mr. Cies with the result that he recently landed an \$86.00 order. In sending in the order Mr. Cies writes as follows:

"I am indebted to Mr. H. C. Paige for the tip he gave me on Mr. Sheppard, it resulted in the nice order I am sending you. Mr. Paige made a very good impression on Mr. Sheppard and he paid him the following compliment: "If all your men are as intelligent and as enthusiastic as that young man, I don't wonder at your success."

I am writing Mr. Paige the results of his favor.

Yours truly,

H. W. CIES.

In this connection we want to say that we have decided to prepare a small blank that can be carried readily in the pocket to be used in jotting down the names of calendar users whether they are in your territory or not. These slips will have a space for the name of the advertiser, address, style of the calendar and the name of the maker if possible. The idea is to forward these slips in to us and we will then sort them and distribute them to the different salesmen making the territory from which the calendars are mailed.

Some little time ago Mr. Scott took this matter up with us, stating that he thought it would be a mighty good thing, and we agree with him. Make it a point to use these memo blanks on every possible occasion, and undoubtedly it will result in the benefit of every man on the force. As soon as the slips are ready we shall forward a quantity to each man.

A CRITICAL BUYER SUCCUMBS TO "AN ENGLISH FISHING VILLAGE."

Here is an instance of a concern that never bought calendars before for the reason that they never could find anything good enough. Mr. Huffert made a display in the directors' room, and they could not get away from "An English Fishing Village," the result being that he landed them for a nice order. His letter follows:

"Each day seems to bring new evidence that the G.-B. 1910 line of calendars is the finest ever shown in this territory. The Farmers & Merchants Nat.

Bank explained to me today before they saw one line, that last year they did not buy calendars because they could find none good enough. I knew if we sold them we would have to show the real goods, so after arranging a nice display of samples in the directors' room the officials came in to look them over.

"The English Fishing Village" was the first to win favor with the President, and while telling him about the picture and artist I incidentally mentioned our big order in Canada for this picture, and his interest was aroused. Then he wanted to know what the original was worth and I told him. That settled it. We had the picture he was looking for and he bought.

Yours truly,

W. C. HUFFERT."

In this connection we want to say that they did not get to see our line last year, as when Mr. Shimmie called upon them, the president was away, and he could not get back there to see them again.

ALBERT SAYS THAT THE VERDICT IS THE G.-B. LINE IS THE BEST EVER SHOWN.

Mr. Albert has been laid up with a bad cold for a few days, but expects to get into the harness this week, and we hope he will be able to get after them good and hard at this important season of the year. His letter follows:

"I tried to work the week out, but simply was unable to do justice either to myself or the house. Will do what I can here and hope to have a pretty good week. As soon as I get in good condition I will pitch in and try to be No. 1 instead of way down the list.

The verdict is almost unanimous that our line is the best ever shown, and I will take pains to let every good buyer realize the fact."

20x19 SERIES MAKES A HIT WITH MR. MORTON.

The most of you are aware that we have been rather delayed in getting out the 20x19 series roll. We think however, this is going to prove an important series, as it is entirely new as to shape, etc. Regarding this series Mr. Morton writes as follows:

"Got the new samples of 20x19 hangers today they are absolutely great. Also got the other new samples sent with them, they are also fine."

"HALLOWE'EN" WINS OUT IN FIERCE COMPETITION.

In sending in an order from the coast from one of the largest roll paper companies in the west, the order by the way, amounting to \$484.00, Mr. Roberts states that these people had looked at other lines, in fact was one of Murphy's best customers. They have been in the habit of buying 2000 calendars, but they could not get away from our De Luxe line and placed an order for 4000 just double the quantity they had ever ordered before. Mr. Roberts' letter follows:

"This order was "copped" only under fierce competition. This concern (the largest of its kind in Southern California) has looked at every other line, is one of Murphy's best customers, and not only liked our line, but liked the De Luxe mount so well that they increased their order from 2000 to 4000—just twice as many calendars as they ever used be-

"We're after 'em, more to follow."

Mr. A. E. Gerlach in writing us the other day took occasion to mention our house calendar. His letter follows:

The house sending the best calendar naturally makes the best impression. We have done it twice, hope we will always be successful in this particular.

A. E. GERLACH."

Mr. H. E. Smith tells about having called upon a prospect finding Murphy's man was there with his case open trying to show his samples. Mr. Smith went out to a telephone a few doors away and called up the proprietor and got permission to call in an hour and show his line. It seems that this particular salesman did a lot of knocking, but it was the same old knock. The G.-B. Co. cannot deliver the goods, etc. To use Mr. Smith's own expression, "this particular salesman will be easy money if he continues to knock." Mr. Smith landed the order in question which amounts to \$124.00. His letter follows:

"The order enclosed from the tea company afforded me much pleasure as I took it away from the Murphy man. When I entered the store found him with his case open trying to show his samples. The proprietor was very busy waiting on customers and I did not get a chance to speak to him, so I walked out and up the street a few doors and called him up over the phone, asked if he had bought his calendars, said no, but was then looking at a line. Got his permission to call in about an hour, and told him I would show the largest and most beautiful line that had ever been exhibited in the city and believed that it would be to his interest not to place his order until he had seen it. When I arrived found Murphy hadn't succeeded in getting the order, but had done a great deal of knocking. Among a lot of other things, told them, none of our pictures were copyrighted, and that we couldn't turn out work equal to sample and a lot of other stuff, none of which was the truth. Think he will be easy money if he continues to knock in that way. I had met him about three hours before this in a bank and he told me that he knew T. R. well, but didn't talk as though he loved him any too much. Supposed T. R. trimmed him up in good shape down there in Illinois. This partially evens up the Company's order, but I am not through with him yet. It wasn't the Murphy man alone that I had to contend with in this case, for Mr. H—— said after looking through the line, that there was just one more line he wished to see before placing the order, and that was the OS-BORNE line. Although it was after closing time I insisted that we could deliver the goods, and that we gave better value than the O. Co. and his sig-

Yours very truly,
H. E. SMITH."

"I jumped from Beckenridge, Minn. this morning to Fergus 28 miles, jumped a transfer to the G. N. depot, got there just in time to jump the train for Evansville 27 miles. Took the bank order and hunted up some more old customers, and found the local printer had sold them or had promises, and he owed them some, thought it a good way to get even. Took an afternoon train in a rain storm and this in Minnesota at this time of the year for a little burg, Ashby. Our last year's customer would not buy until later. Commenced to get colder towards evening and at 8 P. M. we had as nice a blizzard going as you see in Minn.

E. S. LAMBERT."

Although Mr. Smith is an old calendar salesman, he states that our hand book is a dandy, and if all would study it, fewer questions would be asked. He is about right in this respect, as the hand book practically answers any question that you can put to us. We are frank to say however, that the force as a whole must have read the hand book pretty carefully, as the orders are coming in in good shape. Of course some errors occur, but this is expected early in the year. He writes as follows:

"Received the Holly De Luxe samples they are fine, I have shown them every time I can and they are much admired. Kindly send me prices on same I don't find it in the book. By the way that book is a dandy I can find out nearly everything one should know in the calendar game, and if we would all study it we would ask fewer questions.

Yours very truly,
F. A. SMITH."

The editor is in receipt of a letter from Mr. H. B. McDonald, in which he states that he is feeling so good over the nice things he has heard about the G-B line that he just has to turn loose on some one. It certainly is an inspiration to receive this sort of a letter, and a salesman in the frame of mind that Mr. McDonald evidently is, cannot fail to get business. Mr. McDonald's letter follows:

"It is certainly fine to get the glad hand from G.-B. customers, as I have during the past few days. Some of the compliments I have been receiving on the line make me feel so good that my sample case doesn't feel a bit heavy, in fact I don't notice it at all.

The customer that I have just sold "Alice" for 1910 says "Don't fail to see me next year when you get in," another customer said "We are waiting for you, there has been a dozen calendar men here, but we were so well pleased with our calendars last year that we have not placed our order. Your's were the finest calendars ever put out in our city, and

there have been some mighty good ones distributed." A bank unfortunately had placed their order before I called, they told me that had they received our house calendar before they bought, they certainly would have looked the line over, and ended by saying, "Don't fail to call early next year."

While I am not breaking any records down here, I am working nine and ten hours a day, trying to keep up that 100% increase and at the same time I am making my plans for late business and 1910 business. We have the finest line of art calendars that has ever been shown to the public and it is our fault if we don't get our share of that 100% increase.

H. B. McDONALD."

G.-B. CALENDARS WIN THE RIBBON AT CALENDAR EXHIBIT.

A bank in Aurora, Ills. who used our subject "The Call," recently sent us a letter which they received from the Y. M. C. A. and attached to the letter was the ribbon awarded them by the judges. The letter which was addressed to the bank reads as follows:

"At our calendar exhibit held on New Years Day the judges awarded the ribbon to you for the most useful calendar. We take great pleasure in sending it to you and thanking you for the interest manifested.

Very sincerely yours,

L. C. LEWIS, Asst. Secy.

Y. M. C. A."

In this connection we want to say that this is not the only exhibit in which G.-B. calendars have won out. You no doubt will recall the fact that we won out in the Y. M. C. A. exhibit at St. Paul.

BAD WEATHER FAILS TO STOP MR. SCOTT.

In sending in an order the other day Mr. Scott writes as follows:

"Find I have no addressed envelopes with me, so will trust to this order reaching you at the mercy of my penmanship. Nothing but the friendly rivalry of the G.-B. sales force kept me going in the slush and rain until I got this order today. Hurrah for the G.-B. Co. sales manager.

JAS. T. SCOTT."

CONVENTION EXPENSES.

Have you sent in your expense account to and from the Convention? If you have not, please do so at once, as the amount advanced you for that purpose has been charged to your account, and you should receive credit. Attend to this at once if you have not already done so.

HOUSE CALENDAR BOQUETS.

A large manufacturer in Indiana writes as follows:

"We desire to thank you for the beautiful calendar today received from your house. Like all the work we have seen turned out of the Gerlach-Barklow Co. it does you credit.

Your selection of the immortal Lincoln and in so heroic an attitude, as the center figure of a calendar, is particularly happy at this time.

We also wish to congratulate you upon the splendid home you are building. May you long enjoy it and may its increased facilities enable you to excel in your special line of work in the future, as you certainly have in the past.

Sincerely yours,"

A Rhode Island bank say:

"We beg to acknowledge receipt of your very artistic calendar, which we have hung in the identical place where hung all last year your calendar for 1908."

A firm dealing in grain in Toledo, O., write as follows:

"We are pleased to acknowledge receipt of your handsome 1909 calendar. Although we have received several Lincoln calendars, your's is certainly the prettiest we have seen; and we thank you for it."

A wholesale coal dealer in New Jersey says:

"Your splendid calendar received this A. M. Congratulations are due you for your reproduction and to the painter and sculptor for their well executed designs. Having done a little in the latter line myself, I can fully appreciate the beauty and symmetry of the work. It is by far the most attractive calendar of the many sent us this season, and I thank you very much for the pleasure it will convey to us and the better thoughts it will inspire.

Wishing you and your line a well deserved success, I am,

Yours very truly."

A milling company in Pennsylvania writes as follows:

"Enclosed we hand you check in payment of attached bill for calendars.

Your salesman called on us today and we think you have the finest line of calendars we have ever seen."

ROSALIE OUT OF THE LINE.

Cut Rosalie, by Vernon, out of the line. Don't sell it as we can fill no orders for this subject. The picture having been sold to other parties along with all reproduction rights.